

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Mapei Inc.		04/06/2010	CORPORATION: CANADA
RECEIVING PARTY DATA			
Name:	MAPEI S.p.A.		
Street Address:	Via Cafiero 22		
City:	20158 Milan		
State/Country:	ITALY		
Entity Type:	CORPORATION: ITALY		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	1679409	GRANIRAPID	
Registration Number:	1835935	MAPECEM	
Registration Number:	2252757	MAPEI	
Registration Number:	1832210	NOVOPLAN	
Registration Number:	1816325	PLANICEM	
Registration Number:	1315239	PLANICRETE	
Registration Number:	1970289	PLANIGROUT	
Registration Number:	1904428	PLANIPRIM	
Registration Number:	1865286	QUICKCEM	
Registration Number:	3265593	ULTRABOND	
Registration Number:	1478715	ULTRACOLOR	
Registration Number:	1510135	ULTRAFLEX	
Registration Number:	1595883	ULTRAMASTIC	
Registration Number:	1730337	ULTRAPLAN	
Registration Number:	2619207	VINAVIL	

OP \$390.00 1679409

900160236

TRADEMARK
REEL: 004190 FRAME: 0513

CORRESPONDENCE DATA

Fax Number: (914)941-6091

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (914) 941-5668

Email: aedelstein@collenip.com

Correspondent Name: Jane F. Collen

Address Line 1: 80 South Highland Avenue

Address Line 2: The Holyoke-Manhattan Building

Address Line 4: Ossining, NEW YORK 10562

ATTORNEY DOCKET NUMBER:

VARIOUS

DOMESTIC REPRESENTATIVE

Name: Jess M. Collen

Address Line 1: 80 South Highland Avenue

Address Line 2: The Holyoke-Manhattan Building

Address Line 4: Ossining, NEW YORK 10562

NAME OF SUBMITTER:

Jane F. Collen

Signature:

/Jane F. Collen/

Date:

04/22/2010

Total Attachments: 3

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AGREEMENT TO ASSIGN U.S. TRADEMARK REGISTRATIONS BETWEEN

MAPEI Inc.
2900 Avenue Francis-Hughes
Laval, Quebec
Canada H7L 3J5

AND

MAPEI S.p.A.
Via Cafiero 22,
20158 Milan, Italy

WHEREAS MAPEI Inc., a legal entity organized and existing under the laws of Canada, with an address at 2900 Avenue Francis-Hughes, Laval, Quebec H7L 3J5 is the owner of a number of trademark registrations ("The Marks") in the United States as evidenced in Schedule A attached hereto; and

AND WHEREAS the use of these marks by MAPEI Inc. is under the control and ownership of the company MAPEI S.p.A., a legal entity organized and existing under the laws of Italy with an address at Via Cafiero 22, 20158 Milan, Italy, which establishes quality standards for all goods sold under The Marks by MAPEI Inc. in the United States, and

WHEREAS the parties wish to simplify administration and maintenance with regard to United States trademark registrations,

WHEREAS, MAPEI Inc. desires to transfer and assign all right, title and interest in and to The Marks together with the goodwill of the business

associated with The Marks, and MAPEI S.p.A. is desirous of accepting such registrations and assuming ownership and control of the registrations which correspond to use of The Marks in the United States, and to accept the goodwill, and to henceforth manage such marks as applied to goods sold in commerce in United States.

NOW THEREFORE, for the sum of One Dollar (\$1.00) and other good and valuable consideration, the sufficiency of which is hereby conclusively acknowledged, MAPEI Inc. transfers and assigns all of its right, title and interest in and to The Marks and the trademark registrations listed in Schedule A, attached hereto, to MAPEI S.p.A., including the goodwill attendant to such marks and registrations.

MAPEI Inc.

By: 

MNF Luigi Di Geso, President/CEO

Date: 4/6/10

MAPEI S.p.A.

By: 

Date: 26/3/2010

Note: This agreement is for the country of the United States and registrations

in that jurisdiction only.

SCHEDULE A

MARK	U.S. TRADEMARK REGISTRATION NUMBER
GRANIRAPID	1,679,409
MAPECEM	1,835,935
MAPEI & design	2,252,757
NOVOPLAN	1,832,210
PLANICEM	1,816,325
PLANICRETE	1,315,239
PLANIGROUT	1,970,289
PLANIPRIM	1,904,428
QUICKCEM	1,865,286
ULTRABOND	3,265,593
ULTRACOLOR	1,478,715
ULTRAFLEX	1,510,135
ULTRAMASTIC	1,595,883
ULTRAPLAN	1,730,337
VINAVIL	2,619,207